

Target Motivation: From today we can offer our customers a truly unique experience



Thanks to a place where past and future meet – flexible, versatile

NEW STAFF MEMBERS AT ITS OFFICES IN ROME, MILAN AND VENICE New collaborators will work in close synergy with the Venice headquarters and aim to attract business to these cities, the strongest in Italy in terms of MICE demand from abroad. Visit the website www.targetmotivation.it

TARGET MOTIVATION IS GIVEN THE MANAGEMENT OF THE EVENT SPACE AT THE HOME OF THE HUMAN SAFETY NET IN PIAZZA SAN MARCO'S PROCURATIE VECCHIE



The Venice-based event agency Target Motivation has been secured the management of the events taking place at the Procuratie Vecchie in Piazza San Marco, Venice (Italy), Home of The Human Safety Net, the movement of people helping people, active in 25 countries alongside 77 NGOs, created by Assicurazioni Generali to help even the most vulnerable express their full potential.



The Home of The Human Safety Net is on the third floor of the building that closes the north side of the Piazza, opened to the public in April 2022 for the first time in 500 years of history, after an important restoration by architect David Chipperfield, recently awarded the Pritzker Prize.

The Home of The Human Safety Net is divided into four distinct but synergistic areas: the interactive exhibition “A World of Potential”, thanks to which visitors can explore their strengths, but also learn more about the activities of The Human Safety Net; the Café managed by Illy; a co-working space; and The Hall, the wide 230-seat auditorium which is flanked by a large catering area. It is a multipurpose space designed to host various kinds of events: conferences, conventions, symposiums, gala dinners, as well as public events such as book presentations, theater readings, concerts. At the heart of the agenda of the Home of The Human Safety Net are meetings on sustainability and social inclusion, which bring together the main organizations and institutions at a global level, committed to the same topics as the Foundation. In the first year since its opening, various United Nations agencies, global networks and local and international organizations involved in the areas of early childhood, parenting and social entrepreneurship have taken turns in the spaces of the Home. Both the meeting spaces and the co-working area are also available to companies and institutions wishing to rent them for their events, thus supporting the programs of the Foundation; they are also hosting an extensive calendar of free open events, to let people discover such a special place in Piazza San Marco and bring them closer to the mission and the values of The Human Safety Net.



We are honored and proud of this opportunity that allows us to manage, with almost forty years of experience, an iconic and prestigious place in Venice», says Alessandro Sbrogiò, founder of Target Motivation. «From today we can offer our customers a truly unique experience, thanks to a place where past and future meet – flexible, versatile.